

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

MAZURA
Anzhalika Vasilevna

POLITICAL PROPAGANDA
AS A FORM OF POLITICAL COMMUNICATION

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Irina F. Burina
Senior Lecturer

Minsk, 2018

ABSTRACT

The aim of the graduate thesis is to consider the features of political propaganda through the prism of political communication.

The object is political propaganda. The subject of the graduate thesis is the aspects of propaganda as a form of communication and methods of influence of propaganda. The methodological basis of this graduate thesis is the method of analysis and synthesis, and the method of content-analysis.

In the course of writing the graduate thesis were obtained the following data: the characteristic of the concept propaganda and political propaganda was given; the communicative essence of propaganda was described, various approaches to understanding propaganda are also considered; the following concepts were considered: political propaganda, political PR and political advertising; the characteristic of propaganda typologies was given; the channels and methods of political propaganda were also considered and a study on this topic on the example of the Decree № 3 «on the prevention of social dependency».

The topicality of the graduate thesis work is that, in the conditions of the rapid development of the modern information society, propaganda methods are changing and improving. To use propaganda it is necessary to be able to correctly use images, slogans and symbols, it is necessary to be able to manage the prejudices and emotions of the audience, and also to spread a certain point of view. The results of the graduate thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: propaganda, political propaganda, approaches to the analysis of political propaganda, communicative essence of propaganda, types of political argument, typologies of propaganda, positive propaganda, negative propaganda, «white» propaganda, «gray» propaganda, «black» propaganda, political PR, political advertising, methods of political propaganda, political propaganda channels.